READING CULTURE IN INTERNET ERA: AN ANALYTICAL STUDY OF UNDERGRADUATE STUDENTS OF VIJAYAPURA CITY

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INTRODUCTION:

Reading is only key element to travel world by sitting at home. It is essential part to our daily life. Reading is the best way for attaining knowledge to each and every person in the human society. It creates a new platform to build the habit of reading. Reading helps to manage the well balanced and meaning full life to the whole. Reading helps to find out a peace for chaos. Therefore in this digital environment students are more unique to choose exact information to the particular problem through using digital technologies. With the Ubiquitous demand of digital consequences includes IPads, Kindles and Nook now flooding the literacy market. Hence information is more easily accessible to every single person in the society. Everyone can access any information, anywhere in the world with in a fraction of seconds. In that account Present quality learning offers future's best outcomes for the nation, because of that proper reading culture helps in developing a positive attitude.

Reading culture portrays common and regular reading of books and other information materials. Reading culture depending on the student home environment, School education and college educations. Hence this study will be conducted on analysis of reading culture in internet era among the Undergraduate students of Vijayapura city. Now a day everywhere reading culture is changing by replacing traditional reading method into modern digitalization formats. Early days readers (Undergraduate students) are depending upon college libraries and their own purchased books or other reading materials but know a day's scenario is changing by updating technologically, students are in rush to gather academic related information or other general information digitally. Present situation internet is the best gateway for accessing required information to everyone. The study is going to be describing transformation of traditional reading culture to digital reading culture.

READING:

According to the report of the **Commission on Reading**, reading is considered as a cornerstone for success, not just in schools, but also throughout the adult life of an individual. It is essential for all-round development of the personality.

"Reading is an act of communication in which information is transferred from a transmitter to a receiver"

According to Stallfter (1969), teachers define reading as "A complicated procedure. Readers read to get information from the printed pages. They should be able to pronounce and comprehend the printed words, signs, letters, and symbols by assigning meaning to them."

According to Charles Scribner, “Reading is a means of thinking with another person’s mind; it forces you to stretch your own.”

According to Marcel Proust “I believe that reading, in its original essence, is that fruitful miracle of a communication in the midst of solitude.

According to UNESCO “Reading makes an informed citizen fit for democracy. Effective reading is pre-requisite for full participate on in modern society”. A nation who reads is the nation who leads is an old saying. Reading has an education, a social and cerebral aspect.

Reading is a selective process. It involves partial use of available minimal language cues selected from perceptual input on the basis of the reader’s expectation. As this partial information is processed, tentative decisions are made to be confirmed, rejected, or refined as reading progresses (Goodman, 1967: 128).

Reading interests often refer to the selection of subject matter or preference for a genre of literature being read (Rudman, 1957).

According to Toit “Reading is as a process of thinking, recalling and relating concepts under the functioning of written words” (Toit, 2001)

READING HABITS:

Good reading habits makes mans knowledge about the society. Reading habits improves our vocabulary and also knowledge. Habit of reading is provides good knowledge and improve their vocabulary to the readers.

Sangkaeo Says Reading Habit refers to the behavior which expresses the likeness of reading of individual types of reading and tests of reading. It is a pattern with which an individual organizes his or her Reading.

Shen (2006) identifies reading habits, as how often, how much, and what students read. Researchers in the past decade have devoted efforts to examining learners reading habits. With their endeavors, these researchers have discovered that reading habits are associated with Students gender, age, educational background, academic performance and professional growth. There have been attempts to categories readers.

READING IN INTERNET ERA

Reading is a most powerful tool for our daily life. The internet has rapidly changed the world in so many ways. In this digital era internet is play very vital role in Promotes reading habits and learning. Hence many emerging technologies support the people’s daily

activities. The digital technologies have also great effect on Undergraduate students reading culture.

In this internet era Students are more depended on the digital technologies like Smart phones, Computer systems, Laptops, Tablets etc. digital technologies replace the print sources for today. The easy accessibility and availability to the resources are more benefit for the students reading culture.

READING CULTURE

Reading culture is the procedure for the developing of positive reading attitude. Reading culture refers to what will be read, how will be read when will be read books or other materials. Reading culture can be already adopted in through reading materials in schools, colleges and home. Reading culture depending on the student home environment, School education and college educations. Some time depending on the readers.

Reading culture according to Nyam (2015) is the use of reading as a regular activity, and thus the cultivation of an attitude and the possession of skills that make reading a pleasurable, regular and constant activity.

The reading culture is one of the fundamental building blocks of learning. Becoming a skilled and adaptable reader enhances the chances of success at school and beyond. Reading is not just for school, it is for life. Reading, in all its variety, is vital to our becoming better informed, having a better understanding of ourselves and others, and to our development as thoughtful, constructive contributors to a democratic and cohesive society (Ndikubwayezu, 2009: 11).

In this study assess analysis of Reading Culture among the Undergraduate students in Vijayapura City. This study examines the analysis of reading Culture for learning and acquiring knowledge for education in this internet Era. Determine the variables affecting undergraduate Medical, Engineering, Art, Science and Commerce students self directional learning and conducting research. To analyze what are the Sources are provided by the college and college libraries to the students.

REVIEWS:

1. **Mushtaq Saadia, Soroya Saira Hanif and Mhmood Khalid (2021)** conducted a study entitled "Reading habits of generation Z students in Pakistan: Is it time to examine school library services?" In this study describes Majority of the Z students prefer English language in the printed form for the purpose of academic achievement. In this study author suggest Motivate the students e-learning for the purpose of gain updated information about the study. They suggest Libraries create a user centric library services.

2. **Usman. M. K & Auyo. M. A (2021)** under the title of "Determinants of Reading habits for serial publications by undergraduate students in Bayero University Library, Nigeria".

In this study using simple random sampling method for survey more than 297 undergraduate students are responding the survey. Hair students are read serial publications only for examination purpose or research and class assignments only. Author using chi chi-square test. This is especially for information literacy skills factors or influences the reading habits Arthur says most of the students are don't know about searching patterns and accessing services for offline as well as online mode.

3. **Subaveerapandiyan. A. & Sinha. P. (2021).** In this study discussed about digital literacy and reading habits of the Central University of Tamil Nadu students. In this paper used survey method for collecting the data with students and research they used questionnaire instrument used to spread through online and offline more the author find out most respondents are know about the technical equipments and utilization of the digital tools. Majority of the students are very good in technical tasks they depended more in digital resources so the study authors suggest that print books of first preferable and the digital resources are secondary to them.

4. **Deka, H. J. (2021).** Conducted a study describes "Reading habits of Lakhimpur district library of Assam a case study of pre and post lockdown period of Covid-19 pandemic". In this study examined pre and post log down time reading habit of the users (April 2019 to March 2020) of Lakhimpur district library. 150 users or members of the library were a sample of the study used questionnaire method for collecting the data. This study aim is examined different age group uses how much time spend for using library. Finally result shows that LDL library bring more users.

5. **Qureshi, A. Q. (2021)** conducted a study entitled "Rotary Darakhshan, LPB call to develop reading culture in Pakistan". This study observed that development of public libraries and school libraries and software for online content available in Urdu and other languages for the benefit of the masses.

6. **Hundron. K. KARI (2021)** this paper author discuss about "Dearth in reading culture among a Nigerian University students and its implication in Nigerian society". Hear using survey method descriptive survey, questionnaire to collect data. In this study findings shows that inadequate library facilities and awareness, laziness and procrastination, over accessibility to electronic resources, Reliance on examination malpractice among other or the problems associated with depth of reading culture among Nigerians University students. Here are also discussing about the poverty and poor economic background to consider the depth of for reading culture in Nigerian University students.

7. **Adeyemi Adewale Akinola (2021)** in this study author discuss about "Promoting reading culture, the role of stakeholders and ICT for societal development". Study find out in this societies reading culture depending on the especially in school education. This article studied on stockholders participation in reading culture. It includes government, schools, teachers, students and librarians. It also find out role of ICT to promote reading

culture in the nodded society finally author conclude that reading culture create a moral and social values in students as well as it create a good pathway to success in any type of societies.

8. **Sumaya Khalid Mustafaa, Osama Sayfadin Alib, Mohammed sherko Awlqadirb, and Rekar Jalal Mahmoodb (2021)**.The after articulated that what the factors are affecting to reading culture among EFL university students. In this purpose author follow the questionnaire and interview method for collecting the data. Question of was having reading learners, reading culture, environment, factors that motivate and demotivate them. Interview method was followed to the staff only. The study found that reading books has not a habit of University students in Kurdistan and they have no attention to read books. The major problem occurs in poor reading in the students that is a lack of role models, insufficient reading materials in the library. Finally result shows that reading culture is not a needed level and students or not providing proper time for reading daily but they spent free time on other things.

9. **Adenjimoh, Y. A., IIO, H.M., & Audu, P.O. (2021)** conducted study under the title "The role of school libraries in promoting reading culture among secondary school students in Benue state". In this study revealed that role of school libraries in promoting needles are among the secondary school students in Benue state. This study result shows that almost all school libraries are closed position library books are outdated and close for open access this purpose library h or period waste for the students.

10. **Amanambu, O.V., Ekechukwu, L.E., Onuora, N.T., Ejimonye, C. O., Ikeazota, O. L., Oforka, T.O., & Ololo, K. O. (2021).** Conducted a study under the title of "Relevance of story books in promoting students Reading culture". This study articulated analysis of reading culture and importance of a story book reading in promoting reading culture among students how to story book improve students living culture as well as the vocabulary to the students.

11. **Bains., S. (2021)** Under the title newspaper reading culture among the University students. This study revealed that University students reading culture like frequency of reading preferred newspaper and the language of print or electronic resources. Usefulness of providing up-to-date information vocabulary effects of the students and we can observe that affect of covid-19 pandemic in reading a newspaper.

12. **Haydarov, Komil (2020)** the researcher talk about "Master student relations, Importance of Reading Culture and Creative Environment in the Development of Education". In this paper author describes Teachers and students relationship in education. The teachers express their positive opinion about the students. It creates a good reading culture for the students.

13. **Dayang Azimah Abang Yusof (2021)** the author articulated that reading habits among students in digital era: changes of trends and behaviors. The study result shows that more

than 44 % of the respondents are the rating on website compared to other materials like print books, e-books, magazines, comics, novels and newspapers. 68% of the students are read fictions followed by 32% read nonfiction. More than 49 % of the students preferred reading through smart phones. Other than 44% of the respondents read print books. Only 7% of the respondents read through computer. Growth of information and technologies are changes students reading habit as well as behavior of the students.

14. **Packialakshmi. K., Varghese. LS. And Thenesh.M (2021)** the author analyzes the reading habit in digital Era during covid-19 lockdown and they find out the association between other demographic variables. The author followed descriptive study design and de selected 300 undergraduate students of Chennai and they used Google form considering the pandemic in covid-19. This study shows that 44% of the respondents reading newspaper during the covid-19 debate, 38% of the respondents where using Google classroom for students academic achievement. 44% of the respondents were pending 1 to 3 hours per day for academic study. 50.33% of the respondents are accessing information through online. LinkedIn is one of the major online sources for undergraduate students. The author conclude that majority of the undergraduate to students most of the time spent on digital reading.

15. **Shambhu nath halder (2021)** the author examined that reading habits of public library users in the digital era: and empirical study. In this study result to shows that electronic documents plays a very beautiful role in enhancing the people's reading habit. Libraries for collecting printed as well as the digital resources to promote the reading habit of the readers. The public library e uses reading habit is stable they are comfortable with digital environment.

16. **Radiatan Mardiah, Melati and Nyima Triyama Safitri (2021)** the author observed that academic purpose digital reading: EFL students practice challenges. The author conducts research on undergraduate EFL students in a public university of jombi. Author has followed interview method through WhatsApp group and questionnaire was distributed through Google form and discussion forum was conducted in zoom meeting. The study analysis shows that most of the students read digitally for their assignment and task and they followed some strategies like skimming reading the text highlighting and not taking and generating keywords. The author find out students faced some problems that can be grouped into three intervening issues like ok to reading process itself, reading in digital environment and reading in EFL context.

STATEMENT OF THE PROBLEM

"Reading culture in internet era: an analytical study of undergraduate students of vijayapur city.

NEED FOR THE STUDY:

The Study is undertaken for the Significance of investigating the Reading culture in Internet Era: an Analytical study of Undergraduate (Medical, Engineering, Arts, Commerce and Science) students of Vijayapura City.

Normally Undergraduate Medical, Engineering and other degree colleges aim at providing formal education to the students who get admission. The students get their education through class room, lectures, seminars, conferences, workshops etc. In this digital era students are need to read variety of books and other related materials through online or offline/ electronic resources. To understand Students perception for print resources and electronic resources and their Searching Strategies and type of resources they consulted for various purposes. Undergraduate Medical, Engineering, Arts, Commerce and Science students are more confined to objective type information and more depending on the readily available information or experimental studies. Hence the present study is undertaken to study Reading Culture in Internet Era: an Analytical study of Undergraduate students of Vijayapura city.

Reading culture refers to habitual and regular reading of books and information materials. Reading culture can be enhanced through provision of suitable reading materials in schools, college, and public libraries and use of readership promotion campaigns (Diane Henry Leipzig).

Analysis of reviews shows that previous studies majority of the research were conducted on international level, there is very less contribution in national level studies. Hence there is need of honor to conduct research on analysis of reading culture in the national level.

It is essential to conduct such studies to know the reading culture of the Undergraduate students in this internet era. This sort of the study helps to know different reading materials needed by the students for importing knowledge where as library with its books acts as repositories of information and knowledge.

OBJECTIVES OF THE STUDY:

1. To trace out the motivational factors influencing on the reading culture among the undergraduate Medical, Engineering, Arts, Commerce and Science students.

2. To examine the demographic factors influence on reading culture of Undergraduate Medical, Engineering, Arts, Commerce and Science students.

3. To investigate the significance and satisfaction level of Medical, Engineering, Arts, Commerce and Science Undergraduate students with the services and basic facilities provided by the college libraries.

4. To get a model for analysis of reading culture among the Undergraduate students using comparative assessment models.

5. To identify the barriers to the reading habit among the Undergraduate students and suggested suitable measures to overcome the barriers.

HYPOTHESIS:

1. There is a relationship between demographic variables (Gender, Religion, Social Class, Education qualification, Fathers Education and Mother Education) of the respondents and reading culture among the study population.

2. Traditional reading culture is declining in the Internet Era.

3. Reading Culture is no bearing in rural and urban Undergraduate Students.

4. Library helps in cultivating the Reading culture among the Medical, Engineering, Arts, Science and Commerce students.

5. There is a significant difference among the Medical, Engineering, Arts, Science and commerce students reading habit.

6. There is high positive correlation is found between male and female Undergraduate students with respect to the reading habits in internet era.

SCOPE OF THE STUDY:

1. The study covers Undergraduate Medical, Engineering, Art, Science and commerce students in Vijayapura City.
2. Study covers all semester Undergraduate students of listed disciplines.
3. Study covers the colleges situated in the Vijayapura city.

METHODOLOGY:

Research methodology is the peculiar approach or procedure used to recognize, choose, process and scrutinize information regarding the certain phenomena. For this present research work, the researcher has made use of **'Survey Method'** to analyze the reading Culture in Internet era among undergraduate Medical, Engineering, Arts, Science and Commerce students of Vijayapura City. To collect primary data from the target population **Structured Questionnaire** method will be followed. The researcher will be conduct **Pre and Post test** to the target population. **Random Sampling** Method will be used for the study. Questionnaire will be designed based on the objectives of the study identifying facet and major facets of the study. After collected data to will be analyzed through SPSS software.

Study population:

The study population includes students of Medical, Engineering, Arts, Commerce and Science Undergraduate colleges situated in vijayapura city. 2 Medical colleges, 2

Engineering colleges and 11 Arts, Commerce and Science degree college students will be considered for the study.

1. BLDEA Medical College, Bijapur
2. All-Ameen Medical College, Bijapur
3. BLDEA Engineering College, Biajpur
4. SECAB Engineering College, Bijapur
5. Government first grade College, Bijapur
6. BDBVSS Banjara Arts College, Bijapur
7. BDPHWAS MA KHADE Arts and Commerce College, Bijapur
8. BLDEA Basaveshwar Arts and Commerce College, Bijapur
9. BLDEA SB Arts and KCP Science College, Bijapur
10. BLDEA AS Patil College of Commerce, Bijapur
11. KUMUDBIN Darbar College, Biajpur
12. DN Darbar college Bijapur
13. SECAB Degree College, Bijapur
14. Vedantha BBA and BCA college, Bijapur
15. Chethana College, Bijapur

OPERATIONAL DEFINITIONS:

Reading

Widdowson (1979: 169) claims that the definition of reading that Goodman (1967: 128) purposed describes the general process which reveals that reading is basically a specific comprehension of discourse strategy. This definition gives the impression that reading is reaction to meanings which translated explicitly from the text. Since it is explicitly converted from text, it results the consequence that there are many assumption is using, so that the entire understanding from the content of text cannot always be fully seized.

Irvin describes the reading process as "The interaction of what is in the head with what is on the page within a particular context that causes students to comprehend what they read". Thus, reading is the ability to recognize, and examine words or sentences and understand the information within. It is a cognitive process of understanding a written linguistic message and to examine and grasp the meaning of written or printed characters, words or sentences (Irvin, 1998).

Reading Culture:-

Reading culture is a catalyst for a national development as it creates an income generating individual who has the requisite skills in reading and writing. The failure to equip such an individual with this important skill often leads to poor national development for having citizens who are unable to read or write. These basic literacy's are very important as they enable an individual to sharpen his/her mind and develop rational reasoning capacities which are paramount in bringing about economic growth and development which in turn lead to projecting individual's feelings of greatness in life (Igwe, 2011).

According to Aina, Okusaga, Taiwo & Ogundipe, (2011), there is also an overriding desire amongst young people to spend more time with their friends than remain at home reading.

Adults and children alike glue more to televisions, watching drama or home videos as a way of enjoying their leisure instead of reading.

Internet Era:-

The period beginning around 1970 and noted for the abundant publication, consumption, and manipulation of information, especially by computers and computer networks (American Heritage Dictionary of English Language).

Students:-

Student word refers to Undergraduate Medical, Engineering, Arts, Commerce and Science students of Vijayapur City.

SIGNIFICANCE OF THE STUDY

The study shows reading culture is declining in day by day with the availability of emerging technologies especially in Social Medias. Readily available very short, summarized text or data is used to get information of some of the web browser. Even various types of authenticated resources are available in the internet. This study examines how the undergraduate students having reading culture, use of resources, there authentication, search strategy, sources etc.

CONCLUSION:-

Reading is obtained of knowledge from different sources, Sharing and communicating the ideas in the form of information. Reading skills is one very powerful tool for obtaining a wide range of specific information, including science and technology. The survey of the literature has given an insight into the less number of studies carried out in the related field of the study. In this study assess Reading Culture among the Medical, Engineering, Arts, and Commerce and Science Undergraduate students. This study examines the reading Culture for learning and acquiring knowledge for education in this internet Era. Determine the variables affecting undergraduate students self directional learning and conducting research. To analyze what are the Sources are provided by the college and college library to the students.

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